What are Data? Animation Transcript

Script: Data are observations collected as a source of information.

Animation: Examples of data, such as the words and numbers "Australia", "LCD", "46Km", "Married", "1985" and "Doctor", appear falling across the screen and eventually disappear.

Script: Data are collected from or about units in a target population. A data unit is one entity in the population being studied, about which data are collected.

For example, a data unit could be... A person

Animation: A woman appears wearing a blue dress and waving.

Script: A car

Animation: A blue small hatchback car is driving along a road.

Script: A business

Animation: A business shopfront appears.

Script: A farm

Animation: A farm appears with cows grazing in a field.

Script: A data item, also known as a variable, is a characteristic of the population being studied.

For example, a data item would be...

Data items for a person

Animation: A woman appears in a blue dress. Examples of data items relating to a person appear around her – "Age, Language, Height, Sex, Country of Birth, Eye Colour, Occupation, Marital Status, Religion".

Script: Data items for a car:

Animation: The image changes to a blue car driving along a road. Examples of data items relevant to a motor vehicle data item appear – "Year of Manufacture, Colour, Model, Make, Number of Airbags, Number of Km, Engine."

Script: Data items for a business:

Animation: The background changes to become a business shopfront. Examples of data items relevant to a business appear – "Capital Expenditure, Expenses, Income, Inventories, Industry, Employment, Wages."

Script: Data Items for a farm:

Animation: Image of a farm with some cows and buildings. Examples of data items relevant to a farm appear – "Crop Type, Income, Types of Livestock, Yield, Locations, Size."

Script: An observation is an occurrence of a specific data item that is recorded about a data unit.

For example, on observation could be…

An observation for the data item "height" for a person (data unit):

Animation: A woman appears with her height indicated next to her. Her height is 172cm.

 Script: An observation of the data item "colour" for a car (data unit):

Animation: An image of a blue car driving along appears with the words "Colour Blue" on the screen with a line to the car.

 Script: An observation of the data item "income" for a business (data unit):

Animation: There is a shopfront with the words "Income = $4 Million" appearing above it.

 Script: An observation of the data item "size" for a farm (data unit):

Animation: An image of a farm with the words "Size = 10 Hectares" appearing on screen.

 Script: A dataset is a complete collection of all observations

For example, a dataset could look like this…

Animation: A table is shown that has two headings: "Person" and "Height". The names of five people are listed in the left hand column of the table and their heights in centimetres are in the right hand column. Adam is 180cm, Elena 168cm, Omar is 175cm, Chloe is 176cm and Hans is 156cm.

"Adam" is highlighted in the table as an example of a data unit. "Height (cm)" is highlighted as an example of a data item. The number "156" is highlighted as an example of an observation.

Animation: End